

AMENDMENTS TO THE SPECIFICATION:

Please amend the paragraph beginning at page 1, line 10, as follows:

~~BACKGROUND OF THE INVENTION.~~

Please amend the paragraph beginning at page 1, line 11, as follows:

1. ~~Field of the Invention.~~

Please amend the paragraph beginning at page 1, line 12, as follows:

The present ~~invention relates non-limiting exemplary embodiments of the~~
technology described herein relate to a secure web site run by a vendor that enables users
to search for and view information and data specifically related to their accounts. In
particular, the ~~present invention relates non-limiting exemplary embodiments relate~~ to a
secure web site run by a vendor that enables retailers to search for and view retail
marketing program data related to their accounts.

Please amend the paragraph beginning at page 3, line 19, as follows:

SUMMARY OF ~~THE INVENTION~~ NON-LIMITING EXEMPLARY
EMBODIMENTS.

Please amend the paragraph beginning at page 3, line 20, as follows:

In an exemplary embodiment, ~~of the present invention,~~ a method of marketing
comprises determining a cost of at least one item ordered by a user; calculating an
amount of credit for use by the user to defray costs of its marketing activities, the amount

of credit being based on a cost of the ordered item; providing data relating to the amount of credit to a computer system; and generating a web page using the data provided to the computer system, the web page displaying the amount of credit available to the user for its marketing activities. The marketing activities may comprise at least one of advertising, merchandising and promotions. An online link on the web page may be established for initiating another web page that displays at least one of the following: a cost of each item ordered by the user, an accrual rate used to determine an amount of credit for each item ordered by the user, an amount of credit already approved for use by the user, and pending request(s) for expenditures from the user. Bonus credit may be earned by the user by performing tasks such as advertising certain item(s) during a predetermined time period and/or advertising a certain item for at least a predetermined price.

Please amend the paragraph beginning at page 4, line 10, as follows:

In another exemplary embodiment ~~of the invention~~, a method of implementing a marketing program for item(s) being sold by a user comprises generating an internet web page using a computer system, the web page being accessible by the user; determining a cost of an item ordered by the user; calculating an amount of credit based on the cost of the item ordered by the user, the amount of credit being for use by the user to defray costs associated with marketing the item(s) being sold by the user; and displaying, via the web page, the amount of credit available for use by the user. Marketing the item(s) being sold by the user may comprise at least one of advertising the item(s), merchandising the item(s) and conducting a promotion of the item(s). An online link is established on the

web page for initiating another web page that displays at least one of the following: a cost of each item ordered by the user, an accrual rate used to determine an amount of credit for each item ordered by the user, an amount of credit already approved for use by the user, and pending request(s) for expenditures from the user. Bonus credit for use by the user to defray costs of its marketing activities may be earned by performing tasks such as advertising a certain item during a predetermined time period and/or advertising a certain item for at least a predetermined price.

Please amend the paragraph beginning at page 5, line 3, as follows:

In yet another exemplary embodiment ~~of the invention~~, a method of marketing comprises determining an amount of credit to be awarded to a user to defray costs of its marketing activities; determining whether the user is entitled to the credit by determining whether the user has advertised, merchandised or promoted a certain item; providing data relating to the amount of credit awarded to the user to a computer system; and generating a web page using the data provided to the computer system, the web page displaying at least the amount of credit available to the user for its marketing activities. The credit may be awarded to the user if the user has advertised a certain item during a predetermined period of time and/or advertised a certain item for at least a predetermined price.

Please amend the paragraph beginning at page 5, line 13, as follows:

In yet another exemplary embodiment ~~of the present invention~~, a method of implementing a marketing program for items being sold by a user comprises generating

an internet web page using a computer system, the web page being accessible by the user; determining an amount of credit to be awarded to a user to defray costs of its marketing activities; determining whether the user is entitled to the credit by determining whether the user has advertised, merchandised or promoted a certain item; providing data relating to the amount of credit awarded to the user to a computer system; and displaying, via the web page, at least the amount of credit available for use by the user to defray costs of its marketing activities. The credit may be earned if the user has advertised a certain item during a predetermined period of time and/or advertised a certain item for at least a predetermined price.

Please amend the paragraph beginning at page 6, line 2, as follows:

The advantages of the ~~present invention~~ non-limiting exemplary embodiments will be more completely understood and appreciated by careful study of the following detailed description of the ~~presently preferred exemplary embodiments of the invention~~ taken in conjunction with the accompanying drawings, in which:

Please amend the paragraph beginning at page 6, line 6, as follows:

FIGURE 1 is a diagram generally illustrating a system in accordance with an exemplary embodiment ~~of the invention~~;

Please amend the paragraph beginning at page 6, line 8, as follows:

FIGURE 2 illustrates a page of a web site for a retail marketing program in accordance with an exemplary embodiment ~~of the present invention~~;

Please amend the paragraph beginning at page 7, line 1, as follows:

DETAILED DESCRIPTION OF ~~THE INVENTION~~NON-LIMITING
EXEMPLARY EMBODIMENTS.

Please amend the paragraph beginning at page 8, line 9, as follows:

Referring to Fig. 1, the system in accordance with an exemplary embodiment of ~~the present invention~~ includes a computer system having a web server 2 which is interfaced at least indirectly with a database 3. The database 3 receives and stores data relating to each of the users' accounts almost continuously and can thus make available to the users enrolled in the program the most up-to-date information possible. The database 3 may receive data that has been processed by other computer system(s) such as a computer system which tracks product shipment from the vendor.

Please amend the paragraph beginning at page 9, line 15, as follows:

The web pages illustrated in Figs. 2-10 allow the user to review online data relating to its RMP account with the vendor. As will be appreciated by those skilled in the art, the web pages may be accessible as part of a broader web site. For the purpose of explaining the present ~~invention~~non-limiting exemplary embodiments, the user enrolled in the vendor's marketing program is (in this example) XYZ Stores.

Please amend the paragraph beginning at page 14, line 20, as follows:

While ~~the invention~~non-limiting exemplary embodiments has been described in connection with what is presently considered to be the most practical and preferred embodiment, it is to be understood that the invention is not to be limited to the disclosed

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embodiment, but on the contrary, is intended to cover various modifications and equivalent arrangements included within the spirit and scope of the appended claims.